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Stroud

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(54) **PERSONALIZED USER INTERFACE BASED ON IN-APPLICATION BEHAVIOR**

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See application file for complete search history.

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(57) **ABSTRACT**

Methods and systems to provide a user interface to access games available for a user account. Selection of a game for game play is detected at the user interface and, in response, a game play is initiated. Interactions provided by a user during game play are used to affect an outcome of the game. The interactions are analyzed to determine game behavior of the user. Behavior metrics are generated for different portions of the game, based on the user's game behavior. The behavior metrics for the user for the game are associated with a game icon of the game provided on the user interface, the association causes specific ones of the behavior metrics to be rendered for the different portions of the game during subsequent game play and are provided to help the user to improve the user's game play for the different portions of the game.

25 Claims, 13 Drawing Sheets